IN THE CLAIMS

1-8. (Canceled)

9. (Currently Amended) A method of generating a web site, comprising the steps of:

identifying web content associated with a first source;

identifying one or more first-type of web pages of the web content, which a user has authority to edit;

identifying one or more second-type of web pages of the web content which the user does not have authority to edit;

identifying web content associated with a second source;

placing a first link on at least one of the first-type of web pages that links the first-type of web page to the web content associated with the second source;

automatically building a customized web page or web pages of the first type for an owner of the one or more second-type of web pages based at least on industry specific information and definitional web site information input and selection of purchasable externally developed third-party software components by a builder of the one or more first type of web pages;

validating the first link;

sending, to the second source, a request to add a second link on a web page of the web content of the second source, the second link linking the web page of web content of the second source with the web content of the first source; and

generating one or more referrals based on the first link between the first-type of web pages and the web content associated with the second source.

10. (Previously Presented) The method as claimed in claim 9, further comprising:

presenting a prompt for an acceptance of the first link.

11. (Previously Presented) The method as claimed in claim 9, further comprising:

displaying one or more of the first-type of web pages with web content of the second

source.

12. (Previously Presented) The method as claimed in claim 11, further comprising:

displaying the one or more of the first-type of web pages with web content of the second

source at a wireless device.

13. (Previously Presented) The method as claimed in claim 11, further comprising:

displaying the one or more of the first-type of web pages with web content of the second

source at a multi-purpose input-output device.

14. (Previously Presented) The method as claimed in claim 9, wherein at least a portion of the

web content associated with the second source is defined based upon one or more characteristics

of the web content associated with the second source.

15-53. (Canceled)

54. (Previously Presented) A system that includes a processor and a memory for generating a web site, comprising:

 means for identifying web content associated with a first source;

 means for identifying one or more first-type of web pages of the web content, which a user has authority to edit;

 means for identifying one or more second-type of web pages of the web content which the user does not have authority to edit;

 means for identifying web content associated with a second source;

 means for placing a first link on the first-type of web pages that links the first-type of web page to the web content associated with the second source;

 automatically building a web page or web pages of the first type for an owner of the one or more second-type of web pages based at least on industry specific information and definitional web site information input by a builder of the one or more first type of web pages;

 means for validating the first link;

 means for sending, to the second source, a request to add a second link on a web page of the web content of the second source, the second link linking the web page of web content of the second source with the web content of the first source; and

 means for generating one or more referrals based on the first link between the first-type of web pages and the web content associated with the second source.

55. (Canceled)

56. (Previously Presented) A computer-readable medium storing an executable program, when executed, causing a computer to generate a web site, said executable program comprising the steps of:

   identifying web content associated with a first source;

   identifying one or more first-type of web pages of the web content, which a user has authority to edit;

   identifying one or more second-type of web pages that the user does not have authority to edit;

   identifying web content associated with a second source;

   placing a first link on at least one of the first-type of web pages that links the first-type of web pages to the web content associated with the second source;

   automatically building a web page or web pages of the first type for an owner of the one or more second-type of web pages based at least on industry specific information and definitional web site information input by a builder of the one or more first type of web pages;

   validating the first link;

   sending, to the second source, a request to add a second link on a web page of the web content of the second source, the second link linking the web page of web content of the second source with the web content of the first source; and

   generating one or more referrals based on the first link between the first-type of web pages and the web content associated with the second source .

57-58. (Canceled)